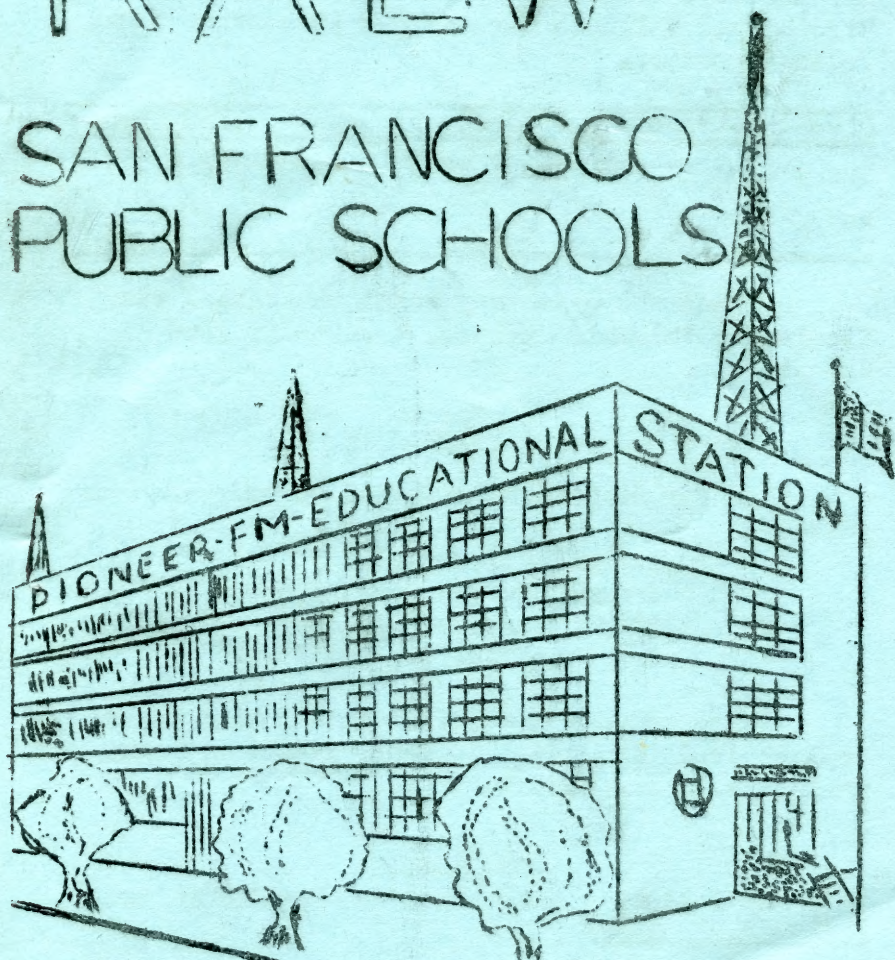


# KALW

## SAN FRANCISCO PUBLIC SCHOOLS



LOCATED AT THE  
SAMUEL GOMPERS TRADES SCHOOL  
22ND & BARTLETT STREETS  
SAN FRANCISCO, CALIFORNIA



### LOCATION OF KALW

KALW is located at the Samuel Gompers Trades School in the heart of the Mission District at 22nd and Bartlett Streets. Bartlett Street lies between Mission and Valencia Streets and is served by the following buses.

<u>Mission Street</u>	<u>Valencia Street</u>	<u>22nd Street</u>
Bus # 14	Bus # 26	Bus # 11
Bus # 9		

Persons who drive may reach the school via Mission or Valencia Streets, turning at 22nd Street.

### MAIL

Mail for Station KALW should be addressed as follows:

Radio Station KALW  
Samuel Gompers Trades School  
22nd & Bartlett Streets  
San Francisco 10, California

Please address letters to the Station Program or Technical Director. Students should not have mail sent to the school.

### TELEPHONES

The following telephones are available for business use only:

Radio Station KALW.....ATwater 2-6042

Telephone calls to the school should be for business or emergency reasons only. A phone booth for students' use in calling outside the school is available on the first floor near the south door of the school. Students cannot be called to the telephone except in an emergency.



EDUCATIONAL NON-COMMERCIAL

RADIO STATION

KALW

OWNED AND OPERATED BY THE  
SAN FRANCISCO UNIFIED SCHOOL DISTRICT

Dr. Herbert C. Clish - Superintendent  
Watt A. Long - Associate Superintendent  
in Charge of Instruction  
Mr. Orville D. Adams - Assistant Superin-  
tendent Vocational Education

Mr. E. S. Anderson - Principal - Samuel  
Gompers Trades School

K. L. Drago - Program Director KALW

Kenneth Nielson - Technical Director KALW  
Margaret Hiltz - Instructor Speech & Drama  
Web Witmer - Instructor News - Special  
Events

Samuel Gompers Trades School  
22nd and Bartlett Streets  
San Francisco 10, California

June 1949



## TRAINING AT THE SAMUEL GOMPERS TRADES SCHOOL

The objectives of the Samuel Gompers Trades School are based on giving students an opportunity to learn the fundamentals of a trade. Trade classes are established in cooperation with, and under the supervision of, the State Commission for Vocational Education in compliance with the Federal laws for aiding and teaching of vocational education.

Most students of the school are enrolled with a definite objective, namely, to learn the fundamentals of a single trade with the related knowledge necessary to become a beginning craftsman in his or her chosen field.

### INSTRUCTORS

Each trade instructor is an expert in his or her field. He must have had at least seven years of experience as a journeyman before he is eligible for a teaching credential. In addition he must take special teacher training courses in order to keep this credential valid.

The school enjoys excellent cooperation with labor and employer organizations through the instructors and trade advisory committees; however, the school has no official connection with any private institutions or other organizations.

### INSTRUCTOR APPROVAL

All students must be interviewed by the instructor. In all cases previous experience, aptitudes and personal factors are considered before allowing a prospective student to register.



## VETERANS

All veterans may request training under the G.I. Bill and obtain full subsistence allowance upon acceptance.

## COST TO STUDENTS

The Samuel Gompers Trades School is a free Public Trades School operated by the San Francisco Unified School District. NO CHARGE is made for instruction or shop facilities. Students are not normally required to buy books unless they wish to build up their own library.

## CLASS SCHEDULES

Classes are in session five days a week, six hours per day during the school year. A complete calendar for the school year 1949-1950 is printed on the rear cover of this booklet. Hours are 8:15 AM to 2:45 PM.

## LIBRARY

A very complete library is maintained by the school. All available books and periodicals used by the Radio Trade are available to KALW students at no cost.

## EVENING SCHOOL

The Adult Evening Vocational Training program of the San Francisco Public Schools is not normally available to day trades school students.

Classes are available 7-9 PM in radio for adults during the school year.

Special classes are often offered in Television, FM and other currently popular subjects necessary for professional advancement.



## K A L W

KALW is the FM Educational Radio Station owned and operated by the San Francisco Unified School District used as a facility for applying radio as a learning aid, for adult education and as a training station for commercial personnel and teachers.

This station is located in the Samuel Gompers building to facilitate its use as a training station for Radio Station Operation in addition to supplying educational programs for use in the schools.

KALW is the pioneer FM station west of the Mississippi and the first FM Educational radio station to be established in the country. KALW is recognized as both a pioneer and a leader in educational broadcasting with a country-wide reputation.

An important factor in KALW programming and technical training is the employed staff and student staff.

### EMPLOYED STAFF

The employed staff of KALW includes the:

Program Director, a certificated teacher and administrator who carries out program and broadcast instruction in addition to programming.

Technical Director, directs all technical operations and engineering. Also teaches broadcast operation and maintenance.

Instructor of Speech and Dramatics (Day)

Instructor of News and Special Events (Evening)

Full time typist-clerk-librarian



## STUDENT STAFF

A full student staff is organized each semester who supervise and do all KALW operational activities. This staff includes:

Program Director	Staff Announcers
Chief Announcer	Traffic Chief
News Chief	Continuity Chief
Sports Editor	Music Librarian

## TECHNICAL FACILITIES OF KALW

KALW is frequency modulated with a power output of one kilowatt and one and a half kilowatts effective radiated power.

Two studios are used, one as a large announce booth and the other for regular studio programs. Each of these is equipped with a control room using standard broadcast speech and control boards. Recording equipment included with the larger studio may be used for making records and transcriptions from any of the studios or from a remote line.

A tape recorder and transcription playback equipment are used in connection with speech and voice training activities. The transmitter, antenna, microphones, recorders, audio control panel, etc., are standard broadcast equipment made by R.C.A.

KUJZ and KUPK are relay broadcast stations licensed to KALW for relaying programs. One of these stations is located in KALW's unique mobile special events unit. This is a large van completely equipped for any remote pickups. It has facilities for recording, for connecting to telephone lines and has a large P.A. system as well as the relay transmitter KUJZ. A power unit for the truck is included.

The shop facilities include all types of test and measuring equipment. Oscillators, noise and distortion meters, R.F. and Audio bridges and other specialized test equipment is available.



## TRAINING IN RADIO STATION OPERATION

Radio Station Operation course trains men to be studio, recording and transmitter operators in broadcast stations and audio operators in television stations. Specific stress is placed on training men as "combination operators" (those who do announcing as well as technical operation), since most job opportunities are in this field.

Entrance requirements include technical fundamentals of A.C. and D.C. circuits, vacuum tube theory, receiver and transmitter circuits. This training is given in other courses. Students are not admitted without the basic radio knowledge. Students must be placeable in the trade at the completion of the training, which averages about 6 to 12 months.

The technical course includes techniques in control room operation, recording, remotes, operation of transmitters, maintenance, construction and installation of equipment.

This training is all in connection with the operation of KALW.

Work in non-technical phases of broadcasting is also given. This is necessary to qualify as combination operator. Contact and coordination are maintained with local labor organizations in the radio operation field and with station owners and managers over a wide area. This plus constant contacts with hundreds of former KALW students places graduates of the radio operations course in an enviable position for employment.



## BROADCASTING WORKSHOP

This group produces educational programs and acts as a trade-related group to technical personnel in training to become "combination" operator-announcers. Students are accepted in this class only when there seems to be opportunity for trade advancement or unusual opportunity for individual placement. Technical operators are required to take this course to complete their work in Radio Station Operation.

## SPEECH AND DRAMA

Instruction in speech and basic radio dramatics are given to all students who need this training. All "Combo-men" are required to do intensive speech work in addition to technical work.

## NEWS AND SPORTS

Special instruction is available to qualified groups in news, special events, sports, TV and other special phases of radio broadcasting day and evening.

## PLACEMENT

More than 400 former KALW students now work in radio. A close contact between the station and industry with continual effort being put forth to place qualified personnel has placed KALW in the top position of radio schools on the Coast.



# TYPICAL KALW WEEKLY LOG

TIME	MONDAY	TUESDAY
08:45	Play It Safe	←
09:00	Adventures in Research	Science at Work ↓
09:15	Growth of Democracy	←
09:30	Schoolcast	Schoolcast
09:45	Excursions in Science	←
10:00	Folk Music	←
10:15	Story Time	Music For Moppets
10:30	Ranch and Home	←
10:45	Morning Concert	←
11:00	World News	←
11:15	Melodic Gems	←
11:30	Sons O' Guns	Voice of the Army
11:45	Spelling Bee	←
12:00	Hi Tune Time	←
12:15	Noontime Serenade	←
12:30	FM Concert	←
1:00	S. F. Today	←
1:15	From the Podium	←
1:30	Science Today	Great Books
1:45	Music in the Air	←
2:00	Sportscast	←
2:15	Modern Moods	←
7:00	Dinner Music	←
7:15	Memory Lane	←
7:30	Twilight Melodies	←
7:45	Evening Moods	←
8:00	FM Concert	←
8:15	Sports Digest	←
8:30	News on the Air	News on the Air
8:45	Serenade	←



# TYPICAL KALW WEEKLY LOG

WEDNESDAY	THURSDAY	FRIDAY
←	←	←
Tales Far and Near	Simple Science	New Horizons
↓		↓
This is Puerto Rico	This is S. F.	
Schoolcast	Holland Calling	
←	←	←
←	←	←
Story Time	Music for Moppets	Story Time
←	←	←
←	←	←
←	←	←
←	←	←
Your Health	Marines	Here's To Vets
←	←	←
←	←	←
←	←	←
←	←	←
←	←	←
←	←	←
Science Today	Great Books	Science Today
←	←	←
←	←	←
←	←	←
←	←	
←	←	
←	←	
←	←	
←	←	
Bylines, News & Music	News on the Air	
Melody Time	Serenade	



## RECEPTION AND UTILIZATION OF KALW PROGRAMS IN SCHOOLS

The San Francisco Schools number 110 classroom locations, these locations are equipped with reception equipment and transcription players to use the broadcasts and transcriptions available through KALW. Most receivers are Freed-Eisemann "Educators", the transcription players are of numerous types.

Special services for schools by KALW are listed as follows:

### RECORDING SERVICE

Recording is done in the KALW studios for groups that require special sound devices and treatment. During an average school year about 200 groups record at the KALW studios.

A mobile recording and remote broadcast unit, as described in the technical review earlier, is used for all major outdoor events, for recording in school auditoriums, etc. Special types of sound effects records, recording of such events as the Traffic Boys Patrol Review and the annual "Western Radio Conference" has been done by the mobile unit.

Tape recording service is available for special events and classroom use where the mobile or fixed units are not practical.

### REPAIR SERVICE

KALW does the repair work on all school radio receiver equipment in the station service department.

### ELECTRICAL TRANSCRIPTION LIBRARY

More than 3000 electrical transcriptions are housed and loaned through the KALW library for use in schools. After use on the air all transcriptions from commercial sources, public service, documentaries, re-



broadcast pickups and KALW recorded shows are filed for teachers' use. Several hundred transcriptions are loaned to teachers each month as a learning aid for curriculum use. A bi-yearly catalogue of transcriptions is distributed to schools.

### RADIO SCRIPT LIBRARY

Teachers may borrow radio scripts from the KALW script library for classroom production. About 500 radio scripts are catalogued for use by schools ranging from historical to comedy.

### IN-SERVICE TRAINING FOR TEACHERS

Each semester two classes are offered to San Francisco teachers in the field of Radio Education. These classes carry college or In-Service credit of 2 semester hours each through San Francisco State College.

Ed-341-D "Using Radio in the Classroom" - is a class for any teacher wishing to develop skill in the utilization of auditory learning aids.

Ed-341-E "Radio Production" - is a parallel course to Ed. 341-D which emphasizes the production and writing of classroom radio and allied field projects for stimulation.

Over 100 teachers have been trained in this field each year.

### KALW MONTHLY PROGRAM LISTING

The monthly KALW log is now a familiar sight in San Francisco Schools. Programs, times, news and a listing of commercial and KALW programs help teachers to guide listening.

### SPECIAL KALW RADIO WORKSHOPS

A number of special educational radio workshops have been conducted by KALW during the



past year. Included is a special elementary administrators' workshop for three weeks in August, 1948, a girl scout leaders' workshop, three workshops for PTA radio chairman, numerous faculty demonstration workshops, a number of radio demonstrations for PTA groups and several special demonstrations of educational broadcast work at nearby colleges.

#### PUBLIC RELATIONS

KALW fills a public relations need in the radio field for the San Francisco Schools by producing radio programs for such civic school projects as Public Schools Week, Adult Education Forums, Teen Age Forums, the Spelling Bee and cooperation with numerous programs produced by commercial radio stations.

During Public Schools Week 1949, KALW was widely commended for the 14 radio shows and pioneer education Television show produced by public school personnel through San Francisco commercial radio and TV stations.

#### KALW TECHNICAL SERVICES

Many schools, PTA groups and others are assisted by the KALW staff each year in the selection and specifications for the purchase of public address, recording, transcription, radio and other types of technical equipment. The KALW staff keeps abreast of the latest developments in the field and is in a position to give expert advice when called upon.

#### COORDINATION WITH OTHER DEPARTMENTS

The KALW program service to schools is closely coordinated with the needs of schools through the elementary, secondary and adult administration and teachers. The closest cooperation exists between KALW and the Visual Aids group.



## WESTERN RADIO - TV CONFERENCE

In 1948 a group of educational and commercial radio personnel organized the first annual Western Radio - TV Conference.

The conference has been a great success from the start and attracted visitors from the Western states. Held in San Francisco the first two years the conference will move to Seattle for the Spring 1950 under the invitation and sponsorship of the University of Washington group.

KALW has been a pioneer with and host to the conference and urges all in educational and commercial radio to participate in this most worthy West Coast Radio - TV Conference each year.

WESTERN RADIO - TV CONFERENCE

SEATTLE - SPRING 1950



# KALIN OPERATIONAL CALENDAR

1949-1950

Summer Term 1949 July 5-August 26 8 weeks

Fall Term 1949

Term starts September 7, 1949

Term ends February 2, 1950

Holidays:

September 9. Admission Day (Friday)

October 12. Columbus Day (Wednesday)

November 11. Armistice Day (Friday)

November 24-25, Thanksgiving Day (Thursday  
and Friday)

December 19-20. Institute

December 21-January 2, Christmas Vacation

February 3. Midterm Recess (Friday)

Spring Term 1950

Term starts February 6, 1950

Term ends June 16, 1950

## Holidays:

February 13. Lincoln's Birthday (Monday)

February 22, Washington's Birthday (Wednesday)

April 3-7, Easter Vacation

May 29-30, Memorial Day (Monday & Tuesday)

Summer Term 1950

Dates to be announced later



Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from  
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the  
National Endowment for the Humanities.